Blog post graphic design checklist:
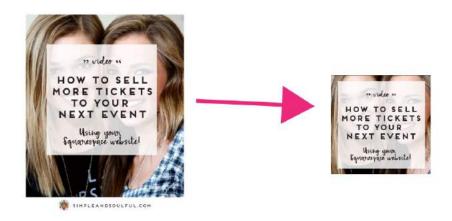
___ Write down your blog post topic.

___ Google search your blog post topic. See what comes up in the search because this will show you exactly what people are typing into Google to find information relating to your topic. Write down some keywords you see being used. Search your topic using a few different search phrases. Create a short list (three is fine) of keyword phrases for your topic.

___ Create your blog post title using one of your keyword phrases.

___ Open Canva.com and create a blog post graphic.

___I recommend creating a design where the center of the graphic is the place for your blog post title because then you can repurpose your design as your blog post thumbnail like this:

___ Add your website url as a watermark on your image.
___ Name your image (weave your main keyword phrase into your image name).
___ Create a folder (if you don't have one) for your curated blog images.
___ Download your image as a file for the web (.jpg) and save it to your blog image folder.

TIP: I save my images in Dropbox and have my Dropbox set-up so I can access it on my desktop and phone. This way I can use my images on Instagram. When I have the design set up so the text is in the center, it easily crops down into an Insta-perfect square.

Design tools I recommend:

CANVA - use this desktop application to design marketing graphics. (canva.com)
WORDSWAG - use this mobile application to easily create Insta-lovely images.
MOLDIV - use this mobile application to create gorgeous image collages.
ROOKIE CAM - use this mobile application to take photos using beautiful filters.
PIKTOCHART - use this desktop application to create infographics. (piktochart.com)
PREZI - use this desktop application to create ANTI-SNOOZE-SLIDESHOWS for your class, workshop, or webinar. (prezi.com)

Simple & Soulful Creative

Nice to meet you... I'm Deana.

I'm a designer, writer, and business consultant for inspired people building soulful businesses online.

I create websites, e-books, logos, and copy that gets this kind of feedback:

"I was blown away by the logo you created that was so specific to the one I described to you. BUT! I was legitimately speechless when the other logo you created (the one I ended up selecting) was the EXACT symbol I visualized during a meditation retreat."

- Kael Klassen | Liminal Roots Botanica

"The design went so quickly. I was in shock. It flowed. You just get it. You have an amazing gift."

- Noelle Cellini | The Style Academy

"I've worked with other designers. In the past, I've explained my vision for a brand and have always felt disappointed that the end result was not in line with my goals. You nailed it in the first round!"

- Scott Capelin | Growth Club

"Thank you, you ROCK! Awesome job! You made our logo decision so easy!"

- Chelsea Szabo | Verbal Courage & Empowership

Would some expert help with your website, brand, or business direction feel real good right about now?

I'm here for you...

CLICK HERE TO BOOK A CONSULTATION